

Implementation Process for Exclusive Card Sponsors

<b>Anticipated Date</b>	<b>Milestone</b>
January 30, 2004	Applications due.
Late January – mid March 2004	Review of applications.
End of March 2004	Finalize and sign approval agreements.
Mid to late March 2004	CMS completes review of information and outreach materials.
Late March 2004	Announce approvals. Completed transaction system checklist due to CMS. End-to-end systems' testing begins.
April 1, 2004	Card sponsors' information and outreach may begin to current members only. Only approved materials may be used.
April 7-8, 2004	CMS Kick-off Conference: beneficiary education and outreach information for CMS national and state partners. Approved sponsors will be invited.
April 26, 2004	CMS Drug Card Ad Campaign Begins.
April 29, 2004	CMS launches price comparison web site.
Late April	CMS and SSA information mailing to Medicare beneficiaries.
May 3, 2004	Card sponsors' may begin information and outreach activities and enrollment may begin.
June 1, 2004	Card sponsors begin offering discounts; enrollments become effective; transitional assistance becomes available.